

## Activity 6

# Tourist Brochure

## Principles of Good Design

The following are some points to consider when designing a presentation:

- ✓ Use a consistent color scheme.
- ✓ Use color to draw attention to what is most important.
- ✓ Make sure the background doesn't overpower the foreground.
- ✓ Use a consistent font type throughout. Vary the font size for impact.
- ✓ Limit your design to a maximum of 2 to 5 relevant objects/images per page.
- ✓ Achieve balance.
- ✓ Spell check and Proofread!

The Brochure will consist of **THREE COLUMNS** on each **PAGE**. It is your job to research its contents, gather the information, retrieve the necessary images, etc.

Here is an example of **PAGE 1 (INSIDE)**:

### COLUMN 1

#### HOW TO CUSTOMIZE THIS BROCHURE

You'll probably want to customize all your templates when you discover how editing and saving your templates makes creating future documents easier. To customize this brochure template:

1. Insert your company information in place of the sample text.
2. Click **Save As** on the **File** menu. Click **Document Template** in the **Save as Type** box (the file name extension should change from .doc to .dot).
3. Next time you want to use it, click **New** on the **File** menu, and then double-click your template.
- 4.

#### ABOUT THE "PICTURE" FONTS

The "picture" fonts in this brochure are Wingdings typeface symbols. To insert a new symbol, select the symbol character and click **Symbol** on the **Insert** menu. Select a new symbol from the map, click **Insert**, and then click **Close**.

### COLUMN 2

#### WORKING WITH BREAKS

Breaks in a Microsoft Word document appear as labeled dotted lines on the screen. Using the **Break** command, you can insert manual page breaks, column breaks, and section breaks.

To insert a break, click **Break** on the **Insert** menu. Select an option. Click **OK** to accept your choice.

#### WORKING WITH SPACING

To reduce the spacing between, for example, body text paragraphs, click **In this paragraph**, and click **Paragraph** on the **Format** menu. Reduce **Spacing After** to 6 points, and make additional adjustments as needed.

To save your style changes (with the insertion point in the changed paragraph), click the style in the **Style** list on the **Formatting** toolbar. Press **ENTER** to save the changes and update all similar styles.

To adjust character spacing, select the text to be modified and click **Font** on the **Format** menu. Click **Character Spacing** and then enter a new value.

### COLUMN 3

#### OTHER BROCHURE TIPS

To change a font size, click **Font** on the **Format** menu. Adjust the size as needed, and then click **OK** or **Cancel**.

To change the shading of shaded paragraphs, click **Borders and Shading** on the **Format** menu. Select a new shade or pattern, and then click **OK**. Experiment to achieve the best shade for your printer.

To remove a character style, select the text and press **CTRL+SPACEBAR**. You can also click **Default Paragraph Font** on the **Style** list.



#### BROCHURE IDEAS

"Picture" fonts, like Wingdings, are gaining popularity. Consider using other symbol fonts to create highly customized icons.

Consider printing your brochure on colorful, preprinted brochure paper—available from many paper suppliers.



Here is an example of PAGE 2 (OUTSIDE):

COLUMN 1

**HOW TO CREATE  
A BROCHURE**

To print (and preserve) these brochure instructions, click **Print** on the **File** menu. Press **ENTER** to print the brochure.

Using this template, you can create a professional brochure. Here's how:

1. Insert your words in place of these words, using or re-arranging the preset paragraph styles.
2. Print pages 1 and 2 back-to-back onto sturdy, letter size paper.
3. Fold the paper like a letter to create a three-fold brochure (positioning the panel with the large picture on the front).

**WHAT ELSE SHOULD  
I KNOW?**

To change the style of any paragraph, select the text by positioning your cursor anywhere in the paragraph. Then, select a style from the **Style** list on the **Formatting** toolbar.

To change the picture, click it to select it. Click **Picture** on the **Insert** menu, and then click **From File**. Select a new picture, and then click **Insert**.

COLUMN 2

References:

[www.exchange.nbed.nb.ca](http://www.exchange.nbed.nb.ca)  
[www.pictures.com](http://www.pictures.com)  
[www.mypics.com](http://www.mypics.com)  
[www.pic.com](http://www.pic.com)

Your  
LOGO  
Here

**Company Name (Your Name)**

**Street Address**

**Address 2**

**City, Province, Postal Code**

**Phone (704) 555-0125**

**Fax (704) 555-0145**

**Web site address**

COLUMN 3

**Adventure  
Works**

**Customized Turnkey  
Training Courseware**



**FUTURE SOLUTIONS NOW**

## Specifications

1. One side of the brochure (the inside, PAGE 1) will give tourists information about your community. You will use three COLUMNS to describe your community informing visitors about historic sites, attractions, special events, shopping facilities, etc.
2. The other side of the brochure (the outside, PAGE 2) will also consist of three COLUMNS. This is where you introduce your community on the title page, list events, display references, your logo and your address, etc.

## Directions

1. Open Microsoft Word.
2. Save the document to your Network folder using the filename: **Brochure**
3. Adjust the page margins.
  - top margin = 1”
  - bottom margin = 1”
  - left margin = .5”
  - right margin = .5”
5. Set the page orientation to Landscape.
6. Create three columns and be sure to use “equal column width”.
7. Save again.

## **COLUMNS 1, 2 & 3 for Page 1 This is the inside of your brochure.**

Using text, clipart, and graphics, describe your community. Be sure to observe the Principles of Design.

## **COLUMNS 1, 2 & 3 for Page 2 This is the outside of your brochure.**

**Column 1** may be used to complete the community description or for any other information you deem worthwhile.

**Column 2** is reserved for references, your company logo, and your company name and address.

**Column 3** is the Title page to your brochure. Use it to introduce your community with text and graphics.